

Approved
10/10/2016

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|----------------------------|
| Station and Location: WRAL-TV; Raleigh, NC | Date: 10/10/2016 |
|--|----------------------------|

I, Michael Weisel
do hereby request station time concerning the following issue:

| |
|---|
| General public education concerning public official accountability and North Carolina policy issues of importance <u>Anti-Pat McCrory</u> |
|---|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|-------|----------------|-----------------|
| | (see attached | schedule) | | | |
| | | See Attached | | | |

This broadcast time will be used by: A Better NC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5).

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

A Better NC, P.O. Box 745, Raleigh, North Carolina 27602

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

M. L. Weisel - General Counsel/Sec/Treas/Director
S. A. Boney - Chair/Director
J. E. Reiff - Director

GMMB is authorized agent for inquiry/purchase of station broadcast time for sponsor.

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/10/16 06/10/16 Michael J. Warril 202-338-8700
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Marian Bell Marian Bell Sales Mktg
 Signature Printed Name Title
Director
10/10/16



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 164520 / | | <u>Alt Order #</u> 8289703 |
| <u>Product</u> BETTER NC 10/11 | | |
| <u>Contract Dates</u> 10/11/16 - 10/17/16 | | <u>Estimate #</u> 4961 |
| <u>Advertiser</u> A Better North Carolina | | <u>Original Date / Revision</u> 06/13/16 / 08/16/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WRAL | <u>Account Executive</u> Cheryl Blair | <u>Sales Office</u> Washington Tel |
| <u>Special Handling</u> CIA - Mark PAID | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agy Code</u> | <u>Advertiser Code</u> 300 | <u>Product 1/2</u> 320 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Great American Media
3050 K Street NW
Suite 100
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|--------------------|-----------------------------------|-------------------|--------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-----|-------------|-------|------------|
| N 1 | WRAL | 10/11/16 | 10/17/16 | Tonight Show | 11:35p-1237xm | | :30 | | | | NM | 5 | \$2,000.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTF-- | | | | 5 | \$400.00 | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Type</u> | | |
| | 5 | WRAL | 10/11/16-10/17/16 | Tonight Show | 11:35p-1237xm | MTUWThF---- | :30 | | \$400.00 | | NM | | |
| | See MG 1.6 | | | | | | | | | | | | |
| | 6 | WRAL | 10/11/16-10/17/16 | Tonight Show Friday | 1205-107xm | -----F---- | :30 | | \$400.00 | | NM | | |
| | Ⓜ MG for 1.5 10/14 | | | | | | | | | | | | |
| N 2 | WRAL | 10/11/16 | 10/17/16 | WRAL 6p News | 6p-6:30p | | :30 | | | | NM | 1 | \$2,500.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTF-- | | | | 1 | \$2,500.00 | | | | |
| N 3 | WRAL | 10/11/16 | 10/17/16 | Inside Edition | 7-730p | | :30 | | | | NM | 4 | \$5,200.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTF-- | | | | 4 | \$1,300.00 | | | | |
| N 4 | WRAL | 10/11/16 | 10/17/16 | Today Show | 7-9a | | :30 | | | | NM | 3 | \$2,700.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTF-- | | | | 3 | \$900.00 | | | | |
| N 5 | WRAL | 10/11/16 | 10/17/16 | Today Show II | 9a-10a | | :30 | | | | NM | 5 | \$2,000.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTF-- | | | | 5 | \$400.00 | | | | |
| N 6 | WRAL | 10/11/16 | 10/17/16 | Late News | 11-1135p | | :30 | | | | NM | 4 | \$7,200.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/11/16 | 10/17/16 | MTWTFS- | | | | 4 | \$1,800.00 | | | | |
| N 7 | WRAL | 10/14/16 | 10/14/16 | America's Got Talent FRI | 8-10p | | :30 | | | | NM | 2 | \$2,200.00 |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | |

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WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 164520 / | 8289703 |

| | | |
|-----------------------|-----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/11/16 - 10/17/16 | BETTER NC 10/11 | 4961 |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| A Better North Carolina | 06/13/16 / 08/16/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | | |
|-------|------|-----------------------------------|-----------------|-------------------------|--------------------------|-----------------------|-----------------|-------------------|-----------------------|-----|-------------|-------|----------|--|--|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----1-- | | | | 1 | \$2,200.00 | | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Type</u> | | | | |
| | | 1 | WRAL | 10/10/16-10/16/16 | America's Got Talent FRI | 8:00 PM-10:00 PM | -----F---- | :30 | \$2,200.00 | | NM | | | | |
| | | See MG 7.2,7.3 | | | | | | | | | | | | | |
| | | M1 Hold for GE Rate Card | | | | | | | | | | | | | |
| | | 2 | WRAL | 10/11/16-10/16/16 | WRAL 530am News | 530a-6a | -TuWThF---- | :30 | \$1,200.00 | | NM | | | | |
| | | Ⓜ MG for 7.1 10/14 | | | | | | | | | | | | | |
| | | 3 | WRAL | 10/10/16-10/16/16 | Sunday Today | 9a-10a | -----Su | :30 | \$1,000.00 | | NM | | | | |
| | | Ⓜ MG for 7.1 10/14 | | | | | | | | | | | | | |
| N 8 | WRAL | 10/15/16 | 10/15/16 | Closer | 1:32x-2:32x | | :30 | | | | NM | 0 | \$0.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$150.00 | | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Type</u> | | | | |
| | | 1 | WRAL | 10/10/16-10/16/16 | Closer | 1:32x-2:32x | -----Sa-- | :30 | \$150.00 | | NM | | | | |
| | | See MG 12.2 | | | | | | | | | | | | | |
| | | M2 comm 8.16 with MG | | | | | | | | | | | | | |
| N 9 | WRAL | 10/15/16 | 10/15/16 | Saturday Night Live | 11:30p-1x | | :30 | | | | NM | 1 | \$400.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$400.00 | | | | | | |
| N 10 | WRAL | 10/15/16 | 10/15/16 | NBC Nightly News Sat | 630p-7p | | :30 | | | | NM | 1 | \$725.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$725.00 | | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Type</u> | | | | |
| | | 1 | WRAL | 10/10/16-10/16/16 | NBC Nightly News Sat | 630p-7p | -----Sa-- | :30 | \$725.00 | | NM | | | | |
| | | See MG 10.2 | | | | | | | | | | | | | |
| | | 2 | WRAL | 10/10/16-10/16/16 | NCSU Coaches Show Late | 1205xm-1235xm | -----Su | :30 | \$725.00 | | NM | | | | |
| | | Ⓜ MG for 10.1 10/15 | | | | | | | | | | | | | |
| N 11 | WRAL | 10/15/16 | 10/15/16 | On The Record 7p | 7-730p | | :30 | | | | NM | 1 | \$175.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$175.00 | | | | | | |
| N 12 | WRAL | 10/15/16 | 10/15/16 | Andy Griffith Sat 730p | 730-8p | | :30 | | | | NM | 1 | \$350.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$200.00 | | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Type</u> | | | | |
| | | 1 | WRAL | 10/10/16-10/16/16 | Andy Griffith Sat 730p | 730-8p | -----Sa-- | :30 | \$200.00 | | NM | | | | |
| | | See MG 12.2 | | | | | | | | | | | | | |
| | | M2 comm 8.16 with MG | | | | | | | | | | | | | |
| | | 2 | WRAL | 10/11/16-10/17/16 | Today Show III | 10-11a | MTuWThF---- | :30 | \$350.00 | | NM | | | | |
| | | Ⓜ MG for 8.1,12.1 | | | | | | | | | | | | | |
| N 13 | WRAL | 10/15/16 | 10/15/16 | Saturday Today- 2 Hours | 8a-10a | | :30 | | | | NM | 1 | \$600.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1- | | | | 1 | \$600.00 | | | | | | |
| N 14 | WRAL | 10/16/16 | 10/16/16 | Entertainment Tonight | 105-205a | | :30 | | | | NM | 1 | \$50.00 | | |
| | | ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |

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|--|-----------------------------------|--|
| <u>Contract / Revision</u> 164520 / | | <u>Alt Order #</u> 8289703 |
| <u>Contract Dates</u> 10/11/16 - 10/17/16 | <u>Product</u> BETTER NC 10/11 | <u>Estimate #</u> 4961 |
| <u>Advertiser</u> A Better North Carolina | | <u>Original Date / Revision</u> 06/13/16 / 08/16/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-----------------------------------|------|-------------------|-----------------|-----------------------|----------------|------|--------|-------------------|-------------|-----|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$50.00 | | | | |
| N 15 | WRAL | 10/16/16 | 10/16/16 | Late News Airing Late | 1130p-1205a | | :30 | | | | NM | 1 | \$1,800.00 |
| ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$1,800.00 | | | | |
| N 16 | WRAL | 10/16/16 | 10/16/16 | Tim McCarver Show | 1205-1235xm | | :30 | | | | NM | 1 | \$150.00 |
| ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$150.00 | | | | |
| N 17 | WRAL | 10/16/16 | 10/16/16 | Graham Bensinger | 1235-105xm | | :30 | | | | NM | 1 | \$50.00 |
| ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$50.00 | | | | |
| N 18 | WRAL | 10/16/16 | 10/16/16 | WRAL SUN 6p News | 6p-630p | | :30 | | | | NM | 1 | \$900.00 |
| ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$900.00 | | | | |
| N 19 | WRAL | 10/16/16 | 10/16/16 | WRAL News Sunday | 7a-9a | | :30 | | | | NM | 1 | \$500.00 |
| ISSUE CARD for GEN. ELECTION V5.9 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -----1 | | | | 1 | \$500.00 | | | | |
| Totals | | | | | | | | 0.00 | | | | 35 | \$29,500.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|-------------|
| 09/26/16 - 10/17/16 | 35 | \$29,500.00 | (\$4,425.00) | \$25,075.00 |
| Totals | 35 | \$29,500.00 | (\$4,425.00) | \$25,075.00 |

Signature: _____ **Date:** _____

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